

RAKUTEN

Marketing Essentials

**Maximize Your Efforts As An
Affiliate On The Rakuten Platform**



Hybrid Cheat Sheet



The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main report. You can add items if you need to.

☐ Quick Affiliate Marketing Primer

- ☐ Affiliate marketing is an agreement between publishers and merchants.
- ☐ Publishers have the audience and authority.
- ☐ Merchants (or marketers) have the advertising budget.
- ☐ Viewers, and future customers, have the need.
- ☐ Affiliate marketing is performance based.

☐ Before You Begin

- ☐ Have realistic expectations; this is going to take some time.
- ☐ The average marketer takes 9-12 months to get established.
- ☐ There's only one rule: don't give up.
- ☐ Don't be afraid to try new things if something isn't working.

☐ Finding And Placing Links

- ☐ Go to Rakuten.com, scroll to the bottom, and click "Become an Affiliate."
- ☐ Click "Join Now."
- ☐ Be honest with your answers.
- ☐ Choose the right merchants, make sure their products are relevant to your audience.



Hybrid Cheat Sheet



- ☐ Don't be tempted to go for highest payout, it won't matter if nobody clicks.
- ☐ Find the best product for your audience, not the highest pay-out gig.
- ☐ Research the company.
- ☐ Apply for the agreement.
- ☐ It can take a couple days for a merchant to approve you.
- ☐ Check on the status of agreements under "My Advertisers."

☐ How To Improve Your Performance On The Platform

- ☐ Rakuten has stats for you; be sure to use them.
- ☐ Change a couple variables, experiment, test the results, and repeat.
- ☐ Re-evaluate the product in question. Is it any good? Have you tried it?
- ☐ Ask for comments from readers who have used the product.
- ☐ Evaluate your ad placement.
- ☐ Adds in text links, or products that are the content focus of an article, generate the best stats.
- ☐ Try A/B split testing.
- ☐ You are the expert, even if you aren't.

☐ Examples of Excellently Executed Affiliate Marketing

- ☐ Nerdy Nomad
- ☐ This Is Why I Am Broke